

December 2020

Ref: Database of PR/Media contacts at BIFA Members

Dear BIFA Member

One of the consequences of both Brexit and Covid-19 is that there is greater understanding of the importance of the work of freight forwarders in the management of international supply chains.

The opinions of BIFA on the issues affecting those supply chains, and the activities of our members within those supply chains, has increasingly attracted the interest of the mainstream broadcast and print media. We are regularly asked for comment on topical issues, as well as to provide a member contact for them to speak to.

To date, in order not to be seen to favour one member over another, we have suggested they search through the membership list on the BIFA website.

However, going forwards we would like to create a database of the relevant media contacts among the members of BIFA, which would enable us to be more proactive with such requests.

If you would like your company be on that database, could you please provide the name and contact details of the relevant employee within your company who would handle media enquiries; or, if you work with a PR company, the name and contact details of the relevant person there? Or both.

BIFA's long standing PR consultant, Impress Communications, will be coordinating this project, so please email Ian Matheson with the information requested, or call him if you would like further information.

Ian's contact details are as follows:

T: 07894 406762

E: ian@impresscommunications.org

Yours sincerely,

Robert Keen
Director General